

REAL ESTATE

## Town Residential expands into Brooklyn

October 3, 2016



*Town Residential marketed sales for 280 St. Marks Ave in Brooklyn*

By STAFF REPORTS

Real estate brokerage firm Town Residential is upping its physical footprint in New York with the addition of two Brooklyn offices.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

After closing more than 700 sales transactions and 1,245 leases in the borough, Town has decided to open branches in the prime neighborhoods of Brooklyn Heights and Williamsburg. Slated to open January of 2017, these offices will offer localized expertise.

Over the river

Town currently has seven Manhattan offices in key areas including Flatiron, SoHo, the Upper East Side, the Financial District and Gramercy Park.

In Brooklyn, Town has completed the sale of 75 prime townhouses as well as 20 properties at more than \$5 million. Town Marketing & Leasing also achieved 100 percent lease up on 172 Montague, a newly developed high-rise in Brooklyn Heights, in less than 90 days.



*172 Montague*

"These two new locations fit perfectly within Town's footprint and long-term business strategy," said Andrew

Heiberger, founder and CEO of Town Residential. "The spaces that we have thoughtfully selected are innovative, collaborative and representative of the ethos of our firm."

Through the end of the third quarter, Town had more than \$1.69 billion in total sales and leasing volume.

"This expansion further fortifies our commitment to being New York City's leading full service luxury brokerage firm," Mr. Heiberger said.

Each of Town's Brooklyn offices will have its own dedicated sales and leasing manager, who will oversee up to 20 local experts selected from within its own staff and the industry.

Town has promoted its services with a focus on its employees.

As part of its rebranding campaign, Town shared several videos featuring representatives speaking about their experiences at the firm and in the city.

"My Town" shared intimate stories that focus on the relationship between Town's representatives and New York. The videos do not focus on the properties available, but rather on the relationships possible with the different individuals from the brand, which may lead to a connection between potential clients and Town ([see story](#)).

---

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.